

THE PHOTO-LITHOGRAPHER

ISSUED BY THE NATIONAL ASSOCIATION OF PHOTO-LITHOGRAPHERS

ADMINISTRATIVE AGENCY OF PRODUCT

GROUP E-7 GRAPHIC ARTS CODE

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CODE COORDINATION

Report of Washington Conference of
Code Authorities and Product Groups.

By THE EXECUTIVE SECRETARY

The problem of coordinating code activities of code authorities and product groups was brought before the National Graphic Arts Coordinating Committee September 6th and 7th.

The proposal advanced by the Associated Product Group that the Graphic Arts Code be amended, as published in the August issue of the "Photo-Lithographer", under which a Product Group would be given trade practice jurisdiction over all establishments producing or distributing the product, was considered at length by the representatives of the Product Groups and Code Authorities.

The spokesman for the Associated Product Group, George K. Horn of Baltimore, in addressing the National Graphic Arts Coordinating Committee said, "The Product Groups would like to have the code amended so as to give the Product Groups jurisdiction over all establishments producing a product, but if we can come to a satisfactory agreement without amending the code, that will be agreeable to us. We have prepared an agreement which we now present for your consideration."

The agreement presented to the Coordinating Committee, if adopted, will give the National Association of Photo-Lithographers jurisdiction in trade practice matters over all photo-lithographic concerns. Under the present set-up we have jurisdiction over those who have voluntarily joined our Association. Under the proposed set-up we

would, under an agency agreement with the Lithographic Printing Code Authority, be given trade practice jurisdiction over all photo-lithographic plants.

We believe the proposed agreement will strengthen code enforcement. The overlapping necessary under our present set-up under which both Code Authority and

Product Group administer trade practices to photo-lithographers, the many requests for the same kind of information, the spreading of the cost of doing the work equitably over the entire photo-lithographic industry and a close workable cooperation between the Lithographic Printing Code Authority and this proposed Product Code Authority—these are a few of the important factors which could be turned to gain through the negotiating of an acceptable agreement.

The Lithographic Printing Code Authority, in early negotiations, have evidenced a willingness to give full cooperation to this Product Group. The Coordinating Committee, after hearing the Product Groups, turned the matter over to its Executive Committee for further consideration and action.

We invite all photo-lithographers to express themselves on this plan. Final action for the photo-lithographic industry, of course, will rest with the Board of Directors of the National Association of Photo-Lithographers.

COMPLIANCE WILL RESULT FROM EDUCATION.

This office is constantly receiving a large number of letters both from member photo-lithographers and non-members asking for information of one kind or another. These questions in general fall into the following classes: (1) Questions relating to hours and wages; (2) Questions relating to uniform costing and accounting principles including provisions of the code regarding not selling below costs; (3) Questions relating to the administrative set-up of the code itself, such as the jurisdiction of code authorities as compared with the jurisdiction of product groups; (4) Questions having to do with trade practice provisions of the code, and (5) Those general questions normally asked a trade association.

A summary of the more important questions asked and the answers to these questions is contained in this bulletin. Obviously the answers published are in no sense complete. They are general answers to broad questions.



We look for cooperation from those within the photo-lithographic industry. Successful administration of the code depends upon the cooperation of those who make up the photo-lithographic industry, for no law can ever be enforced without the support of those affected. Photo-lithographers must realize that neither legislation nor codes will ever make an industry efficient. Efficiency can only come about through the sound management of each photo-lithographic plant supported by a thorough, sound and practical research by a photo-lithographic trade association.

This association takes the position that the most effective code compliance will result from education. We recognize that under a code as complex as ours many violations would naturally occur through honest misunderstanding of code provisions. In publishing the questions and answers in this bulletin we anticipate enforcement work will be considerably lessened.

Do we have to pay assessments sent to us by the lithographic printing code?

Yes. The Graphic Arts Code, as amended, specifically provides that it is a violation of the Code not to pay the assessments made by Code Authorities, if such Code Authorities have submitted to N.R.A. for approval an itemized budget together with the rate and basis of assessment to be followed in raising the funds covered by such budget. Therefore, as the National Lithographic Code Authority has secured approval of its budget together with the rate and basis of assessment, you are obligated to meet your equitable share. Since National Product Groups are given specific duties to perform under the Code it is there provided that the expense of administration of such product group shall be equitably assessed against its members. It will be readily seen, therefore, that assessments paid to Code Authority and assessments paid to Product Groups are separate and distinct, and are each made to carry on specific administrative functions of direct value to the individual establishments.

What wages do I have to pay mechanical help? What is mechanical payroll?

As regards wages and hours, it should be clearly understood that the administrative agency of Product Group E-7 is not charged with any responsibility under the Code for administering the general wage and hour provisions of the Code. This lies entirely in the hands of the National Lithographic Printing Code Authority. The Code Authority has defined mechanical payroll as follows:

"All persons engaged either directly or indirectly in the manufacture and delivery of the finished product, including for example: superintendents, foremen, proofreaders, artists, photographers, apprentices, helpers, porters, watchmen, etc. etc., but excluding executive, clerical and sales employees included in administrative and/or selling expense."

The wage and hour provisions of sub-section 22-A of the Graphic Arts Code govern all establishments engaged in any of the processes or partial processes of lithographic printing and are applicable to all the mechanical employees of such establishments engaged in carrying on any of the operations of such processes, excepting those establishments and the employees of those establishments included in the Trade Mounting and Finishing Industry. For most mechanical employees, both skilled and unskilled, the maximum work week is a 40 hour week. The only exceptions are those specifically covered by the Code itself under the sub-heading "Maximum Hour Exceptions".

Do we have to answer the requests made by the Lithographic printing code authority for detailed wage information?

The Code Authority for the Lithographic Printing Industry is given the power to require submission of wage and hour information necessary for the proper administration of the wage and hour provisions of the Code, and therefore it is an obligation resting upon every lithographic establishment to file with the Code Authority promptly all such information as may be requested by it. Section 22-A of the Code does not set up specific minimum wages by skilled classifications for the Lithographic Industry. Broadly speaking the important wage provisions of the Code are two - one, a 10% increase in the hourly rate of all skilled employees. This general requirement is subject only to those specific provisos written into that Section of the Code. Two, after making the 10% increase required above, there is a further provision which is designed to reach such cases as there may be of sub-standard wages, i.e., the so-called "90% of prevailing hourly rate" clause (see sub-paragraph 2 of paragraph B of sub-section 22-A).

Have principles of accounting and cost finding been prescribed? Has a "Not Below Cost" formula been set up so a Code Administrative Agency can determine whether or no a firm is selling below costs?

The National Lithographic Printing Code Authority has declared and prescribed for all establishments in the lithographic industry uniform principles and methods of accounting and cost finding. Copies of such uniform methods have been sent to all establishments in the industry. Likewise, under the Code, the National Lithographic Printing Code Authority is charged with declaring for the industry economic hourly cost rates and production standards, and these will be in your hands within the next few days.

Part IV of the Cost Manual of the Lithographic Industry contains the cost for Code purposes below which no offer to sell or sale shall be made. The agency to determine whether or not a given sale was made below cost is the Accounting and Cost Finding Division of the National Lithographic Printing Code Authority - its confidential agency.

Is it planned to establish a cost system for the Photo-Lithographic Industry?

The Graphic Arts Code under Section 26 A reads; "Each establishment shall use a method of accounting and a method of cost finding each of which shall conform to the principles declared and be at least as detailed and complete as the method prescribed, with such variations of application and exceptions as may upon proper showing be approved by such National Code Authority."

This industry can insure against a price warfare by adopting a uniform cost system. Price structure in various areas should be based on uniform costs. Therefore the cost should be uniform in construction. If a sufficient number in the photo-lithographic industry give evidence of desiring a uniform cost system, then the Association will no doubt give favorable consideration to the proposal of setting up a simplified uniform cost system for the photo-lithographic industry.

In the meantime any photo-lithographer who is quoting prices based on guesswork may find himself called on the carpet for a code violation at any time. The National Lithographic Printing Code Authority has declared the principles on which any cost system must be based and these have been sent to all lithographers in the country.

If you are not basing your costs on this system or an equally good one of your own, your position will be very weak should a complaint for price cutting be filed against you.

Have the photo-lithographers established price determination schedules, economic hourly costs, production standards guides of fair value, open prices or any other schedules to stabilize the market?

Photo-Lithographers in various areas have gathered together and pooled cost and experience records. From this data they have developed what is considered a fair price for work produced in the area. A careful study of production costs of plants will do much toward eliminating price warfare in the area. Photo-Lithographers in areas which have studied their common experiences have recognized and declared that they cannot sell below a certain price without incurring a loss. The price determination schedules set up in these areas have not as yet been approved by the N.R.A. They are simply recognition on the part of those selling in that area that photo-lithographic sales must be made at a figure not lower than those in the schedule. Closely-knit local associations even without the help of N.R.A., can do much to stop selling below costs.

The Association is working on economic hourly costs and production standards. This study, of course, will respect economic hourly costs and production standards established by the Lithographic Printing Code Authority. B. J. Raeber, cost engineer of the Lithographic Printing Code Authority, has conferred with our Photo-Lithographic Cost Committee in its consideration of various cost data. As soon as the Lithographic Printing Code Authority has declared its econ-

omic hourly cost schedule and production standards, and we understand that this is to be done very shortly, then this Association can set up price determination schedules to prevent price warfare.

Are price determination schedules mandatory on all Photo-Lithographers?

The price determination schedules which will be set up under approved economic hourly cost and production standards are the yard stick under which all photo-lithographers will operate. The schedules, after they are set up, will be mandatory unless a photo-lithographer can prove under an approved cost system that he can produce his product at costs lower than those established. If we can actually point out to a photo-lithographer that he is selling below cost, then we believe we can induce him to raise his prices to a not-below-cost basis.

Why should we come under two code authorities - the Lithographic Printing Code Authority and the National Association of Photo-Lithographers?

There has apparently been some misunderstanding among establishments in the industry as to the jurisdiction of Code Authorities. In particular, this misunderstanding has arisen regarding the difference between Code Authorities and Code Authority functions on the one hand and Product Groups and Product Group functions on the other. This lack of understanding has given rise to some question concerning assessments under the Code. The Code specifically gives to National Code Authorities general jurisdiction over all matters not specifically delegated to some other agency, i.e., wages, hours, general working conditions provisions, uniform accounting and cost finding, economic hourly cost rates and production standards and trade practice provisions for all products not covered specifically by National Product Groups.

On the other hand, the Code gives to National Product Groups specific powers in the field of price stabilization and fair practices governing the specific products covered by such Product Groups. Direct jurisdiction in such matters extends to the members of the several Product Groups but it should be understood that all establishments producing the product or products with which a given National Product Group is identified are bound by the promulgations of that National Product Group and the duty is placed on the several National Code Authorities to enforce fully all such provisions with respect to non-members of the National Product Groups.

Membership in a National Product Group thus gives to an establishment the right to have a voice in determining what shall be the fair practice provisions governing the sale and distribution of a given product.

Have Photo-Lithographers considered trade practices for the industry?

Trade Practices for the industry are being considered. In the August 15th issue of the "Photo-Lithographer" suggested trade practices were published and as a result of this publication constructive suggestions are reaching the Trade Practice Committee. Every photo-lithographer, whether he is a member of this Association or not, is invited to criticize the suggested trade practices. After the committee has given ample time for criticism, the trade practices will be presented to N.R.A. for approval. After they are approved by N.R.A. they become binding for every photo-lithographic firm in the industry, both members and non-members of this Association. Certainly every photo-lithographer should take advantage of the opportunity to have part in formulating the trade practices under which he henceforth will operate.

How do you propose to enforce trade practices in the industry?

A Trade Practice Committee of the Photo-Lithographic Industry has been approved by the N.R.A. This Committee is charged with the responsibility of administering trade

practices established. The Trade Practices after they are approved by N.R.A. will be enforced. It will take time to coordinate various Administrative Agencies. We are looking to a close cooperation between the Lithographic Printing Code Authority and this Administrative Agency. It becomes increasingly evident with the passing of time that only by strongly supporting each other can administrative agencies effectively function.

Has a uniform sales contract been considered?

A uniform sales contract is being drawn up by the Trade Practice Committee. Open price agreements now in effect between supplier and customer are satisfactory, provided they are really agreements. Uniformity is most important, A uniform contract will insure fair competition.

Should we respect the catalogue sent out by the bank and commercial stationers institute?

Photo-lithographers most certainly should respect the catalogue sent out by the Bank and Commercial Stationers Institute. In this catalogue real opportunity is given to take advantage of the cost experience of those who have long produced special kinds of work. The prices established provide a basis of approach to customers which should serve a photo-lithographer well. The catalogue is mandatory on all photo-lithographers except they can produce this work under the exceptions stated in the order approving the catalogue.

When we print music are we expected to respect the cost schedule established by Product Group E-6, the National Music Printers and Allied Trades Association?

It is difficult to understand how a photo-lithographer can solicit work in the music field and produce in competition with those particularly qualified for this highly specialized work. We believe every photo-lithographer who knows his costs will want to sell music at prices higher than those established by the Music Printing Product Group. Cost schedules established by the Music Printers are mandatory on all establishments producing music.

Complaint has been made that we are distributing a price list. Haven't we the right to distribute price lists everywhere?

There could be no objection to distributing a price list that had been scientifically arrived at. The difficulty here is that there is no such thing in our industry today as a scientifically arrived at price list. Once a price list is distributed, and usually these price lists are at the minimum rates, a photo-lithographer has difficulty in raising his price to meet increased costs. Some of these increased costs such as low productivity, higher wages, shorter hours and increased material costs cannot be foreseen when the price list is sent out. The distribution of a price list by a photo-lithographer operating in a low price area tends to drop the market to the absolute minimum. Quality and service must of necessity be sacrificed when a customer will not pay prices higher than those in a minimum price list which does not take into consideration the difference in copy, etc.

Should selling in other than in the manufacturing area be on prices the same as those in the home area? Is reciprocity between areas possible?

It is difficult to establish reciprocity between areas. There is at the present time considerable selling in the other fellow's back yard. We have had a number of requests that photo-lithographers in one area protect the cost determination schedules established for another area. Almost all of these requests have met with cooperation. There are in the files at headquarters letters from photo-lithographers in low cost areas saying they will respect schedules established for an adjacent area. We cannot cure all of the reciprocity ills, but a photo-lithographer should recognize that it costs more to transact business where a customer is distant from the manufacturing plant.

THE MOST VITAL QUESTION IN THE ENTIRE ISSUE

WHAT IS THE VARITYPER?

- ¶ The VARITYPER is the only practical composing machine for Photo Offset Lithography. It is the only machine on the market with changeable types. Over two hundred type faces are available, sixty of which are English, ranging from 6 to 14 point.
- ¶ It is the only machine in the world with which horizontal spacing can be instantly changed to suit the size of type used. (Vertical spacing may be had beginning at nine lines to the inch. It is possible to lead out between lines in steps of 1/18 of an inch (1/3 Pica).
- ¶ It is the only machine in the world which gives and maintains an absolute even impression which is vital to any photographic process. This even impression is obtained mechanically and is entirely independent of the operator's uneven touch.
- ¶ The Varityper has an *impression lever* which enables the operator to obtain light, medium or dark copy at will.
- ¶ Its *half back spacer* makes it possible to justify the right hand margin, giving the same effect as Linotype.
- ¶ The *repeat key* enables one to obtain bold face type in every font, regardless of style or size.

IS A VARITYPER DEPARTMENT ESSENTIAL TO AN OFFSET PLANT?

- ¶ Yes! Many Offset Lithographers have used the ordinary typewriter to compose original manuscript. This, under any circumstances is unsatisfactory, due to the fact that they are held down to one style of type. The monotony of this type of work reflects *unfavorably* on the industry. Every Offset Lithographer must turn out creditable work if the field is to increase.
- ¶ The Varityper definitely makes this possible. With it you can closely approximate the various faces used in modern type setting at *no more cost* than if an ordinary typewriter were employed. This fact enables you to do a higher class job at a reasonable price, thus greatly increasing the field and permitting you to obtain work that expensive type setting prohibits.

HAVE ANY OFFSET LITHOGRAPHERS DEFINITELY PROVEN TO THEIR OWN SATISFACTION THAT THE VARITYPER IS A GREAT ASSET TO THEIR ORGANIZATION?

- ¶ Yes! Many large reputable firms have Varityper departments, some of which are employing more than fifteen people just to take care of the added business obtained through this medium. One firm, a well-known New York organization, placed an order for a Varityper one month ago. Today, due to its installation, this firm has over 200 pages of work in their office to be Varityped. Aside from the profit they will make on the composition, they are making their standard profit on the printing of these pages. Without the Varityper, this work would have been unobtainable. Inasmuch as the ordinary typist can operate the machine satisfactorily, it enables them to convert work to Offset Lithography which formerly, due to prohibitive composition cost, necessitated letter press printing.

IS THE VARITYPER DIVISION OF THE RALPH C. COXHEAD CORPORATION EQUIPPED TO GIVE COMPLETE INSTRUCTIONS ON INSTALLATION, LAY-OUT AND APPLICATION OF THE VARITYPER TO OFFSET LITHOGRAPHIC INDUSTRY?

- ¶ Yes! They have obtained for this service, a man who has spent a great number of years in the Lithographic field and has supervised the composition of hundreds of thousands of pages for practically every industry in existence. Any question in reference to the application of the Varityper to Offset Lithography, if addressed to MR. EUGENE ULSH, will be given immediate attention, without obligation on your part. We suggest that you take advantage of his experience.

DOES COMPLETE VARITYPER EQUIPMENT COST SEVEN THOUSAND DOLLARS?

- ¶ No! Nor even one-sixteenth that much. The new Varityper manufactured today has reached the highest mechanical standards possible to any typing machine. The entire installation is inexpensive and requires an ordinary typist for its operation. In a number of instances, organizations prefer to have their own stenographers do this work for a few weeks until their salesmen are thoroughly familiar with the plan by which Varityped composition can be easily sold, which we furnish in detail.

RALPH C. COXHEAD CORPORATION

17 Park Place
New York City

Telephone
Barclay 7-2837

Telephone and telegraph calls, visits from salesmen, correspondence, all of these factors raise costs. Reciprocity between areas is largely a matter of recognizing what the real cost of doing business should be and then selling no lower than this recognized cost.

Why do Photo-Lithographic prices vary so greatly between areas?

The question, "Why do photo-lithographic prices vary so greatly between areas?" has been asked many times. The answer to this question lies in the fact that photo-lithographic prices are lowest in areas having the greatest productivity. In the New York area a number of plants have operated two and sometimes three shifts a day since the first of the year. Volume of course makes necessary large presses. Operating large presses with heavy productivity spells low costs. The cost of operating in a large center with a heavy volume of business cannot be compared with the cost of operating in a smaller center where small equipment is used and the production is often less than eight hours per day. We cannot legislate prices. Prices depend on costs. Recognition of the sales volume, efficiency, productivity and equipment factors answer the question of price variation between areas.

Should a Photo-Lithographer charge a premium for work produced in 24 or 48 hours?

It is difficult to understand how photo-lithographers will pay overtime rates at time and a half and sometimes at double time and present the customer with a bill that does not contemplate this additional cost. In the New York area a premium for rush service is added to every estimate under which the work is being delivered in less than three days. A premium of not less than 50% is added for 24 hour service, a premium of not less than 25% is added for 48 hour service with three day service declared to be normal. Before this local area was organized, some photo-lithographers questioned as to whether a customer would pay for the overtime involved in rush service. Salesmen, in their eagerness to get orders, promised unreasonable delivery. Plants made promises which were impossible of performance even though they were willing to absorb the additional expense necessary in getting the work out. Unfair competition resulted from the demands for service not normal. The customers in the metropolitan area have recognized the right of a photo-lithographer to charge for service not normal. A trade practice of charging for service not normal will remedy this unfair competition.

Should a trade discount be allowed a broker or printer?

One of the dangers in a highly competitive market is that of allowing a discount to those who buy for resale.

It has been said that a printer furnishing orders to a photo-lithographer cuts the photo-lithographers' sales expense and therefore he, the printer, should be allowed a discount. Or the excuse is offered the printer will put in photo-lithographic equipment if he is not permitted a discount. We believe the photo-lithographer should deal directly with the consumer. Brokers have played a large part in bringing on price wars in the past. In the relief printing industry they played printers against each other should safeguard against any such practice. The photo-lithographer handling a volume of work for a broker over a period of months educates the broker in both estimating and producing work. After the broker realizes the volume of work he has given the photo-lithographer during this period he decides that now having gotten a free education, he will buy a press and go in for himself. Credits of customers as measured against credits of brokers is often a measuring stick as to whether a photo-lithographer should perform for customer or broker.

I am a printer. I am considering going into the Photo-Lithographic field. Can you give me information as to what investment is necessary to set up a shop with, let us say, one 22 X 34 press? What kind of press, camera and plate making equipment do you recommend. Should I use

paper or film negatives? Is skilled help plentiful? What wages will I have to pay to my help? What provisions of the Graphic Arts Code cover photo-lithography? What productivity is necessary at present prices to profitably operate? What is being done to stabilize prices in the photo-lithographic field?

Many printers and brokers are considering whether they should enter the photo-lithographic field. For the protection of those already in the market and to give those who contemplate entering the field a true picture of conditions as they exist, answers to the above questions will be given to inquirers. The total investment to adequately set up to handle photo-lithographic work should be carefully considered by one contemplating coming into the industry. The equipment to be purchased depends in some measure on the kind, quality and quantity of work to be produced. Obviously, halftone or color work make necessary equipment and supplies different from that used on a normal black and white job.

The question of competent help is of utmost importance to a newcomer in the photo-lithographic field. Skilled mechanical workers in all branches of the industry are very scarce and particularly so as regards plate makers and pressmen. This office has had constant calls from different sections of the country complaining of the difficulty of keeping within the forty hour week because no good men were available to take care of even a reasonable increase in business volume.

Another important factor in any line of business is a decent volume of orders. The printer planning to enter the photo-lithographic field should consider the orders to be had. Are they large or small, can the work be run in combination, how are the orders obtained? Are the large users of photo-lithography already under contract with photo-lithographic firms already in the field? Where will you get the salesmen who know enough to sell intelligently?

And then there is the important question of the productivity a plant must have in order to be able to sell profitably at present day low prices. The two or three shift plant, and many of the New York plants are operating more than one shift, has obvious selling advantages. There is a great deal of information available for those contemplating "going over the fence" into what is sometimes considered "green fields" For the benefit of the industry and those planning to come into it, this Association plans to collect and make available general survey information.

Is the Multi-Lith or Rotaprint, etc., a good investment for a photo-lithographer? We do not want to be pestered by salesmen - can you give us full information on this equipment?

The answer to this question depends largely upon the kind and volume of work to be produced. The Association is gathering literature from manufacturers and plans to check up statements made for the equipment concerned. Anyone contemplating the purchasing of equipment should thoroughly survey the experience of others who have operated this equipment before making a purchase. We will be pleased to cooperate in this matter.

Is there a special typewriter for a retype department? Should we type through a paper or carbon ribbon? What progress is being made on the Vogel-Type paper under which retyped copy is justified and aligned by stretching the paper?

Some typewriter companies are making a special study of needs and equipments of a photo-lithographic retype department. These companies are also making a special study of carbon paper or ribbons best suited for photo-reproduction. Improved processes in this connection will help the industry and we intend to lend every effort possible toward improving the quality of the photo-lithographer. A recent invention makes it possible through utilization of a stretching paper to justify retype material so that both sides of a column of material are in perfect align-

ment. The August 15th issue of the "Photo-Lithographer" was produced on this paper. The paper is still in the process of perfection. After the paper has been further perfected this method of justifying will bring many orders now going to other processes, to photo-lithographers.

If our estimate to a customer is being submitted in competition with Multigraph or some other inexpensive reproduction process, should we lower our estimate to get the job?

The answer here rests with each photo-lithographer. Certainly estimates should in no case be lower than costs. Photo-lithographers should consider their product in comparison with a quality process rather than with an inferior reproduction service. Common sense dictates that a photo-lithographer at some time or another must lower an estimate to costs. It should be remembered however that the multigrapher or other process man who can produce work for prices lower than a photo-lithographer is entitled to the order. The quicker the photo-lithographic industry raises the price level to where it should be, the better off will the members of the industry be. The photo-lithographic product is not to be compared with every reproduction process.

What should we charge for retyping an 8½ X 11 page of copy?

Charges for retyping vary according to cost. Prices suggested in the New York area based on an Economic Hourly Cost of \$2.00 are:-

For an 8½ X 11" Sheet (larger sizes proportionately higher)
 Normal typing of straight text single spaced.....\$1.00
 " " " " " double "75
 Justified " " " " " single " 2.00
 " " " " " double " 1.50

Tabular matter should be carefully estimated on an hourly production basis and charged for accordingly.

Minimum for any retyping work\$.75

Can you give us information on machinery and other equipment used in producing photo-lithography?

Every industry should protect itself against the dangers inherent in buying equipment with which the purchaser is not familiar. We, as an Association, plan to gather complete data regarding presses, cameras, plate-making and other equipment used by photo-lithographers. While the Association is not in a position to push any particular equipment, it will consider claims made by manufacturers for their particular equipment. Investment costs, capacity, size and speed, floor space—all of this data will be available at headquarters for the benefit of members of this Association.

What are the requirements for membership in the National Association of Photo-Lithographers?

The only requirement for membership in the National Association of Photo-Lithographers is that a firm own and operate photo-lithographic equipment. Under our present set-up membership in the Association is entirely voluntary. The National Association of Photo-Lithographers was established to bring fair competition into the photo-lithographic industry. Arduous price warfare with no definite trade practices, lack of advertising and publicity on the value of photo-lithography, little or no knowledge of costs or production standards within the industry, the benefits of exchanging information on selling and production—these are a few of the factors which, in the opinion of those who organized this Association, justify the arduous task of organizing the photo-lithographic industry.

The objects of this Association are:

(a) To promote, in all lawful ways, the general welfare of the industry, or industries with which members of this association are associated or affiliated.

(b) To encourage a spirit of goodwill and mutual confidence

between members of the Association, the trade, and the general public.

(c) In co-operation with the United States Government and otherwise, to foster a high standard of dealing between members of the Association, the trade and the general public, and to take any necessary action under the Industrial Recovery Act and the regulations promulgated thereunder.

(d) To encourage the increase and use of products generally in connection with which are used the commodities produced by members of this Association, by educating the public by means of judicious advertising and otherwise as may be deemed advisable to the advantages of the said products.

(e) To study the cost of manufacture and distribution and to devise a scientific and uniform method of cost accounting for the benefit of the industry.

(f) To collect and disseminate information with the object in view of encouraging members to manufacture and market only the highest quality of product.

(g) To work in conjunction with similar Associations of manufacturers for the general good of the industry.

How large a budget has the Photo-Lithographic Product Group E-7 set up?

The budget set up for this Product Group totals \$15,000. Every item in the budget has been pared down to the bone. We will be glad to give anyone interested a copy of the budget. There are few Administrative Agencies which have carried on with less expense to their industries than has the National Association of Photo-Lithographers.

Will the Photo-Lithographers Association go on with its work if N.R.A. passes out of the picture?

The advantages which have come to this industry as a result of the work of this Association, we believe, insure the Association going ahead regardless of the life of the N.R.A. Areas which have not organized have missed a very real opportunity. Educational work in various areas, publicity as to the advantages of using photo-lithography, advice regarding equipment and material, the establishing of uniform cost and production schedules and trade practices, and the many other beneficial activities a Trade Association such as ours can undertake, we believe will make desirable a continued maintenance of the National Association of Photo-Lithographers.

Is any effort being made to publicize the advantages of Photo-Lithography?

We are planning to make available for our membership material which will help them with their advertising and publicity material.

Some samples of photo-lithography material which have been sent headquarters give evidence of the craftsmanship now evident in many of our offset plants. A few pieces have come to hand which do not reflect credit on the houses mailing out the material. Slovenly produced work not only reflects on a house producing it but plays havoc with the industry.

In a field of competition where trade practices and prices are on an even keel, the lithographer whose product gives evidence of careful planning and good execution has by far the edge on the field. The photo-lithographer will carry from time to time material which can be utilized in publicizing the advantages of photo-lithography.

Why should we try to get together in our area when there are one or two bad actors in our area who will promise anything in a meeting but as soon as they get to their offices cut the heart out of the market?

Much of the structure of N.R.A. was set up to take care of the small minority in every line of endeavor who will not play ball with the industry. There are in almost

every Association, those who belong to the Association to chisel advantages at the expense of the majority. The New Deal will travel farther and longer than any N.R.A. machine. Many houses are revamping their final structure, cleaning up personnel, junking obsolete and excess equipment. They are setting their house in order to take advantage of the New Deal. They have determined not to stop this work to see "what Chiseler Jones" is doing. Every photo-lithographer should arrange his affairs so he can efficiently produce his product. A sales force should have an esprit-de-corp which will radiate to the customer. A group of efficient manufacturers banded together will soon settle the hash of the chiseler. In the areas already organized there are still those who promise anything at a meeting and act contrary when they are in their own offices. Who they are, and how they are operating is coming to light. Because one or two have a cancerous disease is no reason why those in better health should refuse to cooperate.

BUSINESS DATA IS HELD CONFIDENTIAL

NRA Offers Interpretation That Bona Fide Contracts with Customers Be Kept in Trust By Code Authority.

The National Recovery Administration has announced issuance of an interpretation, requested by the paper bag manufacturing industry, of a provision in that industry's Code relating to the disclosure of confidential information to the Code Authority.

Complaint was filed by the Code Authority against a member of the industry for having failed to file with the executive authority complete details of all alleged bona fide contracts existing on the effective date of the Code.

The industry member replied that members of the Code Authority were his competitors in business, and that compliance with the Code provision would mean revealing confidential business relations with his customers.

THE QUESTION presented upon this basis of facts was: "Is such confidential information available to members of the Code Authority without restriction and subject to inspection by them upon request?"

THE INTERPRETATION follows:

"It is not considered that this provision of the Code Authorizes, or is intended to authorize, such an inspection by the Code Authority such as an inspection by members of the Code Authority who are also members of the industry and actual or potential competitors of the member filing the contracts or giving the information. No member of the industry should be penalized or endangered by compliance with Code provisions.

"It is ruled that the member must file the appropriate information upon demand of the Executive Authority but that such information is to be filed with the secretary and by him held in confidence without disclosure except as here-in provided.

"If upon examination and after competent legal advice, the secretary is satisfied that such contracts are in fact

bona fide, he shall continue to hold them without disclosure to any member of the industry. If, after such examination, it shall appear, and the secretary shall be so advised by counsel, that such contracts or any of them are invalid for any cause or are not in fact bona fide it shall be the duty of the secretary to bring that fact to the attention of the Executive Authority and/or the Code Authority, to the end that proper measures may be taken to secure compliance with the provisions of the Code.

"Members of the Code Authority and/or Executive Authority to whom such information is disclosed by the secretary shall treat the same as confidential and no further disclosures or publication of the same shall be made except after a finding of violation of the Code has been made by the National Recovery Administration, at which time the fact of such violation may be published to the industry."

□ • □

TO THE SALESMEN OF AMERICA:

I have been selling something all of my life, and I haven't stopped trying to sell. When I took this job of selling NRA to the American people, it was at the command of the greatest sales manager in the world - Franklin D. Roosevelt. I was convinced that I had a product of highest merit, and one for which there was great need.

Our job was to explain to the people of this country that the NRA Program would provide a better standard of living and a basis for a more nearly permanent security for all the people. Some wiseacre said that was ballyhoo. I said last Spring, and I repeat, ballyhoo is false promise, false incitement and false salesmanship. You know as well as I that false salesmanship never made any sale stick. NRA is sticking. It is advancing in every direction.

You may find proof of this advance everywhere. Business is better. Trade is growing. Bank deposits are increasing. Failures are fewer than they were in 1929, the big boom year. Billions of dollars have been added to salaries and this money is finding its way into trade, we are not through by any means, but we have made a great start.

The Salesmen of America can well consider themselves a necessary advance army that can help speed up all phases of the President's Recovery Program. Keep on selling, my friends. Besides your goods and services, your major product is the United States of America and the plans your Government has adopted to secure a more abundant life for all its citizens.

The gains already achieved were largely brought about by the combined efforts of millions of people. With continued cooperation assured, no power can stop the advance.

Sincerely,

Hugh S. Johnson,
Administrator

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